



Community Open House #1 Community Engagement Summary



**Location: Sunrise Tech Center
7322 Sunrise Boulevard, Citrus Heights**

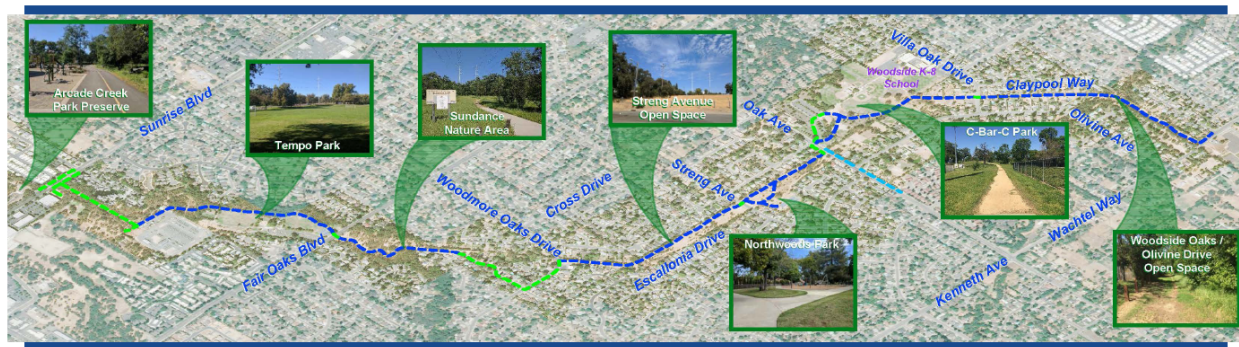
Date: January 8, 2019

Time: 5:00pm – 7:00pm

PROJECT OVERVIEW

The Electric Greenway Trail Project (Project) is a proposed 2.9-mile multi-use trail between Sunrise Boulevard (near Arcade Creek Park Preserve) and Wachtel Way largely following an existing Sacramento Municipal Utility District (SMUD) electric corridor easement. The Project is located in the City of Citrus Heights and unincorporated Orangevale, and connects several neighborhoods to seven parks, several schools and the Sunrise MarketPlace. In addition to a paved multi-use trail, this Project also includes:

- A new signalized crossing of Fair Oaks Boulevard
- Pathway lighting
- Sidewalk, curb and gutter along a segment of Oak Avenue
- Drainage improvements
- Traffic signal modifications
- Landscaping



OPEN HOUSE PURPOSE

The purpose of the open house was to introduce the Electric Greenway Trail Project to the public. The open house provided a time and place to share information and answer questions regarding the Project. It gave residents an opportunity to express their questions, concerns, or comments regarding the proposed trail with staff members from the City of Citrus Heights (City), San Juan Unified School District (SJUSD), Sunrise Recreation and Park District (SRPD), Orangevale Recreation and Park District (ORPD), and local law enforcement.



Staff members made notes of all verbal questions, concerns, and ideas shared at the open house. Attendees were also provided comment cards to provide written feedback. The comment cards are attached as part of Appendix A. The frequently asked questions and answers were posted on the city webpage after the open house and are attached as part of Appendix E. All project partners will continue to collect feedback from the public via phone calls, emails, or comment cards. Staff will use all the feedback provided by the public to further develop the Electric Greenway Trail Project.

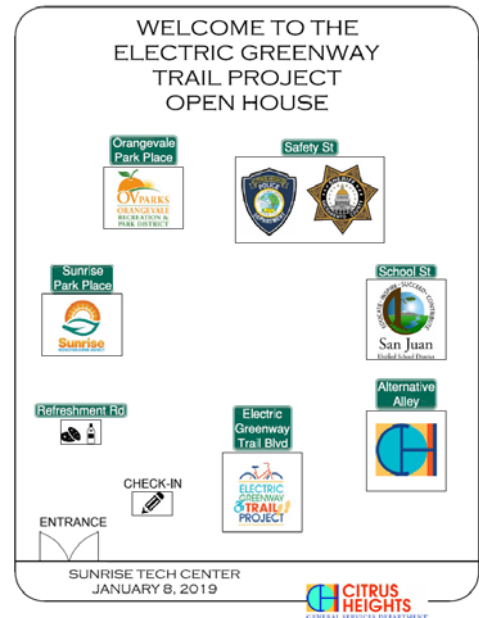
ATTENDANCE

The event was attended by over one hundred people. The check-in logs show 113 people signed in, however, staff believe there were more people in attendance that may have missed the check-in table.

OPEN HOUSE FORMAT

The event was conducted as an open house format. Upon entering, attendees were asked to sign in with their name, physical address, phone number and/or email address, and how they heard about the event. However, providing this information was voluntary and not a requirement to participate in the open house. The sign-in table provided giveaways including stickers, temporary tattoos, and bicycle spoke reflectors. Attendees were encouraged to take a comment card to submit a written statement of any questions, concerns, or comments regarding the proposed trail.

The open house was organized into stations hosted by representatives of various entities to present, explain or answer questions pertaining to various aspects of the Electric Greenway Trail Project. Each station was labeled with a fictional street name. At all stations, staff encouraged attendees to write their comments on post-it notes to place them on the exhibits and project display boards where their comments related to a particular location. A summary of the post-it note comments are attached in Appendix A.



Alternative Alley

- Purpose: Present the Project to the public and answer questions regarding the trail alignment, property easements, right-of-way, etc.
- Hosted: City staff, GHD (project prime consultant), Bargas Environmental Consulting (project sub consultant), and Alta Planning & Design (project sub consultant).
- Handouts: Fact sheets summarizing the Project, including an introduction, connectivity of the parks and schools in Citrus Heights, accessibility, funding, overall goals, and web links to additional information. Fact sheets are attached as part of Appendix C.
- Displays: Proposed trail alignments showing the Project through Citrus Heights. (Copies of the display boards are attached as part of Appendix B).



School Street

- Purpose: Answer questions regarding school routes to Woodside K-8 and other nearby schools to the Project.

- Hosted: SJUSD Safe Routes to School Coordinator.
- Displays: Proposed trail alignment to Woodside K-8 and the alternative route connecting to the school's parking lot. (Copies of the display boards are attached as part of Appendix B).



Safety Street

- Purpose: Answer questions regarding public safety and enforcement of the trail.
- Hosted: Officers from Citrus Heights Police Department and the Sacramento County Sheriff's Department.
- Displays: Public safety exhibit including crime prevention, pedestrian lighting, and fencing along the Project. (Copies of the display boards are attached as part of Appendix B).



Orangevale Park Place

- Purpose: Answer questions regarding Sundance Natural Area and Streng Avenue Open Space.
- Hosted: District Administrator and supporting staff from ORPD.
- Displays: Proposed trail alignments including the Sundance Natural Area and the Streng Avenue Open Space. (Copies of the display boards are attached as Appendix B)



Sunrise Park Place

- Purpose: Answer questions regarding Tempo Community Park, Northwoods Park, C-Bar-C Park, Woodside Oaks Park and Olivine Drive Open Space Site.
- Hosted: District Administrator and supporting staff from SRPD.
- Displays: Proposed trail alignment including Tempo Community Park, Northwoods Park, C-Bar-C Park, and the Woodside Oaks Open Space. (Copies of the display boards are attached as Appendix B)

Electric Greenway Trail Boulevard

- Purpose: Display a comprehensive video visually summarizing the Electric Greenway Trail Project.
- Display: Video played on a loop at low volume with subtitles. (Video can be played here: <https://youtu.be/9zMO1HUH1eM>)

Refreshment Road:

- **Purpose:** Provide cookies, water, and napkins to attendees.

PUBLICITY & NOTICING

Postcard

2,635 invitation postcards were mailed to all residents and property owners living within 1000 feet of the proposed trail alignment or 1000 feet from the border of one of the seven parks through which the proposed trail will travel, whichever was greater.

Postcards in English, Spanish, and Russian were also placed in the Citrus Heights City Hall lobby, Citrus Heights Police Department lobby, Citrus Heights Community Center lobby, Sunrise Recreation and Parks District office lobby, Orangevale Recreation and Park District office lobby, Sunrise Tech Center office, and Woodside K-8 office.



Copies of the postcards are attached as Appendix D.

Website

A project specific webpage was developed and hosted on the City's website. Included on the website was project information, an informational video, contact information, etc.

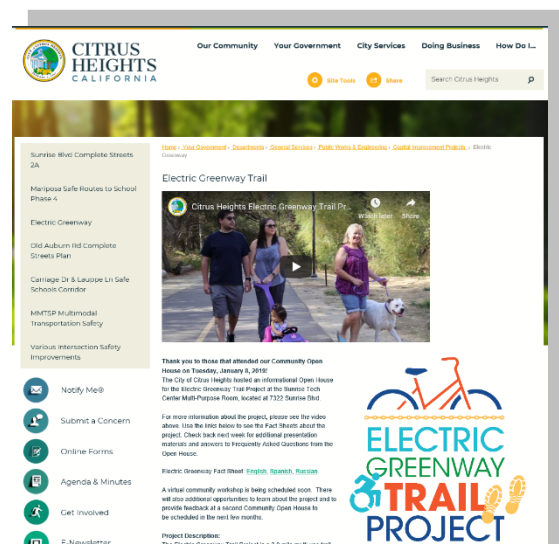
Newsflash

The city maintains an email subscription list of all members of the public who have requested to receive news updates. These news updates, called Newsflash, are released periodically with various city related news.

A Newsflash was published on January 2, 2019 at 3:26 PM inviting the public to the community open house.

A Newsflash was published on January 7, 2019 at 2:22 PM with a link to the Electric Greenway Trail Project informational video.

Citrus Heights Newsflash had 4,257 subscribers as of January 2, 2019.



E-Newsletter

The city publishes a monthly e-newsletter to any member of the public that has requested to receive it.

On January 7, 2019, the Citrus Heights Monthly E-Newsletter, Volume 8 was published containing an article regarding the Electric Greenway Trail Project.

The article provided details about time and location for the open house, a brief introduction to the project, and a link to the project video. A copy of the Newsletter is attached in Appendix D.

The Citrus Heights e-Newsletter had over 1,400 subscribers as of January 2019.

Facebook

This city posted information regarding the project and Open House on Facebook on several occasions. A summary of the posts is as follows:

- January 2, 2019 at 3:40 PM inviting the public to the community open house. This post reached a total of 2,313 Facebook users, had 215 engagements, and was shared by the Orangevale Recreation and Park District, Sunrise Recreation and Park District, Citrus Heights Police Department, and Sunrise Market Place.
- January 4, 2019 at 9:20 AM inviting the public to the community open house. This post reached 829 Facebook users and had 65 engagements.
- January 7, 2019 at 9:01 AM inviting the public to the community open house. This post reached 1,018 Facebook users and had 32 engagements.
- January 10, 2019 at 2:14 PM thanking the public for attending the community open house with a link to the project informational video. This post reached 1,110 Facebook users and had 141 engagements.



Twitter

The city tweeted information regarding the project and Open House on Twitter on several occasions. A summary of the posts is as follows:

- January 3, 2019 with details about the open house including the project logo.
- January 4, 2019 with details about the open house including an image of the postcard.
- January 7, 2019 with details about the open house including an image of the postcard.
- January 10, 2019 with a follow-up message after the open house including the project logo and a link to the project informational video and the project website.

The Citrus Heights Twitter account had 934 followers as of January 18, 2019

Message Board Communication

Information regarding the Open House was advertised on the marquee message boards at the following locations:

- Rusch Park marquee message board: "Electric Greenway Trail Workshop Jan 8, 5:00PM Sunrise Tech Center". Displayed December 19th, 2018, through January 8th, 2019.

- Sunrise Tech Center marquee message board: “Come learn about the Electric Greenway Trail Project on 1/8 learn more at www.citrusheights.net”. Displayed December 14, 2018, through January 9, 2019.

Electronic Invitations

Electronic invitations were emailed on December 12, 2018 to organizations identified as stakeholders for the Electric Greenway Trail Project. A list of identified stakeholders are attached in Appendix D.

The Citrus Heights Chamber of Commerce also emailed their members on January 3, 2019 informing them of the Open House. A copy of the email is attached as Appendix D.

Press Release

The city issued a press release on January 2, 2019 regarding the open house. A list of recipients is attached in Appendix D.

As a result of the press release, an article was issued on January 3, 2019 by the Citrus Heights Sentinel (local online newspaper) regarding the open house. A copy of the article is attached in Appendix D.

Community Open House

TUESDAY
January 8, 2019
5:00 -7:00 pm

Sunrise Tech Center
(Multi-Purpose Room)
7322 Sunrise Blvd.
Citrus Heights

RSVP by clicking here

RSVP requested, but not required

The Citrus Heights Electric Greenway Trail Project is a 2.9 mile proposed multi-use paved trail that largely follows an existing Sacramento Municipal Utility District (SMUD) electric transmission corridor.

The trail will span between Arcade Creek Park Preserve to the west and Wachtel Way to the east. This project will provide connections to several community parks, schools, shopping centers, and neighborhoods along the corridor.

Also, included as part of this project is the master planning for seven public parks:

- Tempo Community Park
- Sundance Natural Area
- Streng Avenue Open Space
- Northwoods Park
- C-Bar-C Park
- Woodside Oaks Park
- Olivine Drive Open Space Site

Drop by anytime to view and discuss the project outline, learn about the plans, and provide your feedback.

Contact electricgreenway@citrusheights.net
www.citrusheights.net/940/Electric-Greenway

OVPARKS
 ORANGEVALE
 RECREATION &
 PARK DISTRICT

CITRUS HEIGHTS
 Solid roots. New growth.

Sunrise
 RECREATION & PARK DISTRICT

To unsubscribe from notifications about this project, email apalladino@aimconsultingco.com